



# Polk County Dental Association Newsletter

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October 2013

Polk County Dental Association hosts  
Joshua Scott

"Where Are You Going?"

Tuesday, October 15th, 2013

Sponsored in part by Smilereminder and Platinum Bank

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## Where Are You Going?

### Answering Marketing's Most Important Question

Marketing in dentistry can get confusing. It's easy to spend money on quick, one-shot techniques designed to bring in new patients, but most of the time we end up spending a lot of money and are disappointed with the results. What if there was only one question that you had to answer to set your entire marketing efforts (and budget) in the right direction?

The good news... there is.

We'll explore examples of dental practices that failed to answer marketing's most important question and consequentially failed. We'll learn the three vital components to any successful marketing strategy straight from one of the industry leaders, McDonald's. From TOMS and Nordstrom; to trash disposal, Congress and a 7 year old girl with leukemia we'll discover what creates a compelling story and why consumers want to "connect" with the brands they buy from.

Paragon Management Associates, Inc. is the nation's leading dental practice management firm with over 28 years of experience working exclusively with dentists.

Joshua Scott is the Marketing Director at Paragon Management. He consults with doctors on creating strategic marketing plans for their practice. He speaks across the country to organizations and study clubs on the subject of marketing and profitability. He lives in New Albany, Ohio with his wife of 17 years and two children.



# WCDDA Annual Meeting

JANUARY 17, 2014

- Hilton St. Petersburg Bayfront •

**Nasser Barghi, D.D.S., M.A.**

All-Ceramic Restorations in 2014: Clinical Steps

**David A. Beach, D.M.D., M.S.**

Cutting Edge Endodontics: Advances in Instrumentation and Irrigation -  
*Sponsored by Dentsply*

**Cynthia Fong, R.D.H., M.S.**

Formulating the Ultrasonic Debridement Treatment Plan and  
Ultrasonic Instrumentation Simplified

**Wayne Kerr, D.D.S., M.A.G.D.**

Stuff Worth Knowin Bout Money, Practice, and Life and  
NOW What?!

**Mary O'Neill, M.A., M.F.T.**

Leadership Challenge Workshop and  
THE EQ EDGE: Emotional Intelligence and Star Performance

Visit [www.wcdental.org](http://www.wcdental.org) for more info!



# **FLA-MOM'S FIRST EVENT**

**VOLUNTEER REGISTRATION  
NOW OPEN!**

**GO TO [FLAMOM.FLORIDADENTAL.ORG/](http://FLAMOM.FLORIDADENTAL.ORG/)**

**PROVIDING FREE DENTAL SERVICES  
FOR THE UNDERSERVED**

Mark your calendars for this important event at  
the Florida State Fairgrounds, Tampa

**March 28-29, 2014 • TAMPA**

## GIVE KIDS A SMILE EVENT

We will celebrate this day on February 7, 2014 at Traviss Career Center. However, if any other office is willing to host the event too, please let me know as the scheduling will all be handled through the school. There is always additional sites to include the Winter Haven, Haines City area, or alternate days needed for parents of children unable to make the trek to Lakeland due to transportation constraints.

Email [susan.rexroat@polk-fl.net](mailto:susan.rexroat@polk-fl.net) with the time you would like to volunteer. The morning shift will be from 7:30 – 12. The afternoon shift will be from 12-3:30. We prefer 5-6 dentists for each shift. Breakfast and lunch will be provided.

We ask that you all bring your favorite toys and restorative materials for the day otherwise we will work with what is available at the school. Please invite your hygienists and assistants to join us as well. Traviss students will be available but, will also be assigned to escort the children to treatment areas as well as assist you and your assistant in turning over the chairs and retrieving supplies needed. The hygienists are needed to man the hygiene/toothbrush prophylaxis/fluoride OHI lab as well as the occasional “jump in the chair to scale or operate the cavitron.” In placing your name on the volunteer roster, we ask that if you want a GKAS event T-shirt that you give us your size and color of either bright orange or lime green. The Traviss crew will all be wearing the t-shirts in order to be recognized as GKAS volunteers, to offer assistance to either the dental staffs in attendance or to the parents and the children.

If volunteers are joining us for the first time, please see either Susan or Dr. Greg Scott for the required volunteer registration form. We will make sure the form is registered with the state by the date of the event. This registration offers protection through the Sovereign Immunity Act.

Again, we need endodontists, oral surgeons and possibly periodontists to accept referrals from this event either that day or quickly thereafter. Let Susan know and the volunteer general dentists will be given your name for referring those patients in need of specialty services.

### 2014 Annual Summer Meeting

August 8-10, 2014  
Ritz-Carlton Naples, FL

Come to Naples to end the summer in style on August 8-10, 2014. The association offers 9 hours of continuing education credit throughout this three day meeting and includes: fun family and adult activities, a golf tournament, and plenty of free time to enjoy the beach. Info courtesy of WCDDA Website

### Come Cruise to Cozumel with the WCDDA

April 26-30, 2014  
Royal Caribbean Cruise Lines - The Brilliance of the Seas

Spend some fun in the sun with your colleagues on this magnificent 4-night experience from Tampa to Cozumel.

Info courtesy WCDDA Website



PLEASE NOTE - I HAVE RECENTLY CHANGED MY EMAIL ADDRESS FOR PCDA. MY NEW EMAIL ADDRESS IS [PCDAEMAIL@GMAIL.COM](mailto:PCDAEMAIL@GMAIL.COM). IF YOU NOTICE YOU ARE NOT RECEIVING MY EMAILS, PLEASE CHECK YOUR JUNK FOLDER TO SEE IF MY EMAIL IS THERE.